How to get your content linked to from other websites

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Getting links to your page

- When someone links to your post on their page, it makes your page more valuable in the eyes of the Google search engine
- #1 Choose your best post
- #2 Find popular posts that are related to yours and reach out to the writers
- You have to convince the people you reach out to that linking to your article will add value to their post
- **The easiest thing is to ask to be included in listicles and resource compilations**
- If the blog owners don't want to add your link or don't respond, you can add a comment on one of their posts and suggest your article
- Look for broader guides on topics in your industry and try to get then to link to your detailed post for people who want to read more in depth about one of the things they cover
- If you wrote a post where you linked to other people's articles, you can contact them and ask for a link in return